

## KEY OFFERINGS

The issue of childhood obesity is permeating society; it is heavily covered in the news, becoming a concern for many parents and caregivers and impacting companies and how they do business, and yet, obesity rates are *still* on the rise. As this issue continues to magnify, it's **increasingly important the private sector becomes part of the solution early on**. Indeed, more and more companies are committing themselves to doing their part, and in so doing, are accomplishing more than just helping the state overcome this obstacle – they're furthering their marketing efforts in the process. Aligning your company with a worthy issue is becoming the single most effective way of establishing a loyal and lasting connection with customers.

Combining the power of our media relations experience and many resources, the *First 5 F.A.N. Club* team has the ability to **help you meet many of your company's goals and objectives, from building awareness to strengthening customer loyalty**. Best of all, together we can better ensure this state's children "join the *First 5 F.A.N. Club*" – that is, receive a **Fit And Nutritional** start to life through educating parents and caregivers about the lasting impact their choices have on their children.

Your company can participate in many ways, including:

- Display the *First 5 F.A.N. Club* logo as a way of highlighting nutritious foods
- Include nutrition articles and fitness tips in corporate newsletters or Web site
- Distribute First 5 California childhood obesity prevention flyers as part of in-store displays
- Provide physical and nutrition classes to employees or customers
- Partner in cross promotional public relations opportunities through public service announcements

The *First 5 F.A.N. Club*'s partnership offerings are as diverse as the unique companies it seeks to enlist as partners. The following offers a sampling of common business goals we can help our partners achieve.



- **Bolster the bottom line:** Mounting research suggests strong alignment with a philanthropic cause or issue produces financial benefits. An all-time high of 84 percent of Americans say they are likely to switch brands, when price and quality are equal, to help support a cause or issue. In addition, more than seven out of 10 Americans say a company's commitment to causes and issues is important when they decide which products and services to recommend to others. (*Source: 2002 Cone Corporate Citizenship Study, The Role of Cause Branding*). Further, in a recent survey of corporate marketers and nonprofit professionals, 88 percent agreed that alignment with a cause or issue has a positive impact on corporate reputation (*PRWeek/Barkley Evergreen Cause Survey*). Demonstrating your commitment to preventing childhood obesity by displaying the *First 5 F.A.N. Club* logo in-store and on promotional materials are easy ways of doing so.
- **Help establish consumer spending habits:** Parents of young children have a lot of spending power ... and do they ever spend! By the time a child reaches age 5, the average parent or caregiver spends nearly \$15,000 on everything from clothes and food to child care and school, according to the U.S. Department of Agriculture in 2004.
- **Achieve brand differentiation:** As touted in the *22 Immutable Laws of Branding*, the cornerstone of branding is differentiation. Whether you're just tapping into children's health and fitness markets or want to reinforce your position in the field, working with us will help align your company with this critical issue. Joining the *First 5 F.A.N. Club* can help provide a key differentiating factor between you and the competition.
- **Take advantage of countless creative collaborations:** Our creative teams have seemingly endless ideas on how we can band together on mutually-beneficial initiatives, none of which involves writing us a check. Suggested collaborations include: hosting our "Hands-On Health" van at your place of business for the benefit of your customers and employees; providing educational point-of-purchase materials for your customers; cross promoting with other *First 5 F.A.N. Club* partners; and co-producing outreach tactics, such as public service announcements and events that reach your prospective target markets.
- **Increase media exposure:** Because media relations will be a component of partnership activities, including everything from distributing press releases to producing public service announcements, you can benefit from First 5 California's time-honored track record of generating awareness for early childhood development issues. Since March 2006, First 5 California has reached nearly 60 percent of the state with childhood obesity prevention messages. As a partner, your company could be included in press materials or highlighted in media opportunities.

- **Reach California's diverse population:** Nearly two-thirds of California's population is of Asian/Pacific Islander, African American or of Latino descent. *First 5 F.A.N. Club* is well qualified in diversity outreach and language translation to help your company reach, or strengthen relationships with these all too often overlooked audiences. As an example, we've placed 130 health-related segments since 2000 through our relationship with *Univision* alone.
- **Deepen community networks:** Our teams specialize in community and media relations at the county level. In fact, our network spans throughout all 58 California counties! Working together with First 5 California and *Get Healthy California!* to educate parents and caregivers of young children at the grassroots level will help build and deepen your community network throughout the state and in so doing, will expose or reinforce brand loyalty in markets throughout the state.
- **Increase Web presence:** Be one of the first featured corporations on First 5 California's renovated Web site. Above and beyond providing a link to your Web site, we can post your logo and information on how your company is contributing to the childhood obesity prevention solution.
- **Benefit from history of results:** In the past three years alone, First 5 California's services to Californians have more than tripled. And *Get Healthy California!* is already inspiring change by calling on companies, including Yahoo! and Kraft, to address the obesity epidemic. Together, First 5 California and *Get Healthy California!* are creating innovative ways to help improve overall health outcomes for the state.

We are excited to collaborate with you on solutions that will not only help California's kids grow up healthy, but also help civic-minded companies such as yours, **flourish in the marketplace** along the way!

***For additional information about the First 5 F.A.N. Club and collaboration opportunities benefiting your company, please contact Jamiann Collins-Lopez at 916-263-1042. We look forward to working together with your organization to inspire health change in California!***